

LA MÁQUINA DE LOS MEMES

Susan Blackmore

Prólogo de Richard Dawkins



Editorial Tróica

La Maquina De Los Memes The Meme Machine Spanish Edition

Yicheng Fang



La Maquina De Los Memes The Meme Machine Spanish Edition:

La máquina de los memes Susan Blackmore, 2000-11 Los humanos somos muy extraños De la misma forma en que lo hicieron los animales nuestros cuerpos han evolucionado por selección natural y no obstante son tremendamente distintos de los cuerpos de los otros seres Utilizamos el lenguaje para comunicarnos declaramos la guerra creemos en la religión enterramos a nuestros muertos y nos avergonzamos la sexualidad Consumimos televisión conducimos automviles y comemos helados Por qué somos tan sumamente distintos De entre todos los animales los humanos somos los únicos seres capaces de imitar a nuestros semejantes y por lo tanto de copiar ideas costumbres habilidades conducta inventos canciones e historias memes en suma El término meme fue acuñado en 1976 por Richard Dawkins en las últimas páginas de su obra El gen egoísta Los memes como los genes son replicantes empeñados en introducirse en tantos cerebros como puedan y en iniciar una competición que da forma a nuestras mentes y a nuestra cultura del mismo modo en que la selección natural ha diseñado nuestros cuerpos Los memes nos hacen todos los seres humanos somos máquinas de fabricar memes Este fascinante y extraordinario libro concluye con una de las cuestiones más trascendentales con las que debe enfrentarse el ser humano la naturaleza del ser el meollo de la conciencia que siente emociones que tiene recuerdos y creencias y que toma decisiones Y así el fascinante discurso de Susan Blackmore sostiene que ese meollo de la conciencia el yo interior no es más que una entelequia una ilusión creada por los memes en su esfuerzo por autorreplicarse **Obra completa** Yuval Noah

Harari, 2019-11-14 Este estudio es una oportunidad única para hacerse con la trilogía de Harari el fenómeno global que ha cautivado a millones de lectores Sapiens es un recorrido por nuestro pasado Homo Deus una mirada a nuestro futuro 21 lecciones para el siglo XXI es una exploración de nuestro presente El afromador éxito de su trilogía ha convertido a Harari en la revelación incontestable de la literatura ensayística Este estudio condensa su colosal obra que proyecta la historia de la humanidad desde los albores del hombre y se aventura en nuestros días venideros pasando por un período de análisis de nuestra actualidad Un enfoque sin precedentes de la aventura humana La crítica ha dicho El gran pensador de nuestra era The Times Harari va más lejos que el propio Spinoza Teresa Giménez El Cultural Sapiens es un repaso absorbente de la peripecia humana Antonio Muñoz Molina El País Interesante y provocador Barack Obama Homo Deus te impacta y te cautiva pero sobre todo te hace pensar como nunca antes Daniel Kahneman Premio Nobel de Economía 21 lecciones para el siglo XXI es un testimonio a su genialidad Moisés Naim The Washington Post **Nuevos alfabetismos. Su práctica cotidiana y el**

aprendizaje en el aula Colin Lankshear, Michele Knobel, 2010-09-01 La primera edición en inglés de esta obra pasaba revista a los nuevos alfabetismos los nuevos tipos de saberes y actividades de clase en el contexto del incremento masivo de las tecnologías digitales de la información y la comunicación El enorme desarrollo de este campo permitió a sus autores en el momento en el que esa primera edición se agotó llevar a cabo una segunda edición completamente renovada y actualizada Esta nueva y oportuna versión que casi simultáneamente se publica en inglés y español expone y comenta toda una nueva serie de

actividades como el blogueo la fanfiction las comunicaciones m viles e inal mbricas y las pr cticas fan de remezcla de temas sonoros y visuales As en esta segunda edici n revisada y puesta al d a el libro examina Pr cticas populares y redes sociales relacionadas con fen menos contempor neos como Flickr y Wikipedia Blogs podcasts y actividades de comunicaci n m vil e inal mbrica Actividades de escritura en comunidades en l nea de fanfiction y manga anime Producci n de obras de anime m sica y v deo y de memes multimodales Colin LANKSHEAR y Michele KNOBEL analizan c mo la juventud ha abrazado las tecnolog as digitales y las nuevas formas de comunicaciones m viles y las han integrado en su vida cotidiana Sostienen que las instituciones escolares ignoran en su propio perjuicio muchas de estas tendencias y exponen c mo puede integrarse eficazmente la movilidad inal mbrica en las pedagog as escolares prestando la debida atenci n a los nuevos alfabetismos en la ense nza y el aprendizaje Estos nuevos recursos ayudan a conectar el mundo escolar con los intereses y actividades m s cotidianos de las chicas y chicos fuera de las aulas

Las neuronas espejo Marco, Iacoboni, 2009-01-01 Durante mucho tiempo la ciencia intent sin xito explicar la extraordinaria capacidad humana de comprender lo que los otros hacen y sienten de entender las intenciones de los dem s y reaccionar de manera adecuada a los actos ajenos El descubrimiento de las neuronas espejo inici una revoluci n en nuestra comprensi n del modo en que al interactuar con los dem s usamos el cuerpo los gestos las expresiones las posturas corporales para comunicar nuestras intenciones y nuestros sentimientos Es precisamente gracias a las neuronas espejo que se puede crear un puente entre uno y los otros y volver as posible el desarrollo de la cultura y de la sociedad

The Meme Machine Susan J. Blackmore, 1999 Memes are ideas behaviours or skills that are transferred from one person to another by imitation The term was coined by Richard Dawkins in his bestselling The Selfish Gene OUP 1976 in which he described how biological design arises as genes compete selfishly to replicate themselves In his final chapter Dawkins suggested that memes are also replicators and that they compete to get themselves copied into as many brians as possible Examples include tunes catch phrases clothes fashions and new ways of building arches If memes are true replicators then our minds are fashioned by memes just as our bodies are fashioned by genes After twenty years the word meme is to be included in the next edition of the Oxford English Dictionary However most academics avoid the word and a true science of memetics has not yet developed This book will lay the foundations for such a science starting with a clear definition of the meme and applying the principles of general evolutionary theory to understanding memetic selection This approach provides new theories of memetic altruism the development of language and the origins of the enormous human brain

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